

**The Economic Impact of  
Expenditures By Travelers  
On Wisconsin**

**Calendar Year 2010**

**HIGHLIGHT SUMMARY**

*Prepared for:*



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## 1.0 Introduction

This is the 22<sup>nd</sup> annual report of the Economic Impact of Traveler Expenditures on Wisconsin prepared by *Davidson-Peterson Associates*. This report covers traveler expenditures made in Wisconsin from December 2009 through November 2010.

The purpose of this study is to measure the economic benefits Wisconsin residents and governments derive from the dollars spent by travelers.

These economic benefits include:

- **Total expenditures** made by visitors;
- Number of **full-time equivalent jobs** supported by these expenditures;
- **Wages, salaries and proprietary income** earned by area residents; and
- **State and local government revenues** generated.

The economic impact estimates in this report may be used to document the importance of tourism as a key segment of Wisconsin's economy; to underscore the need to continue to support the expenditure of time, effort and dollars to promote tourism growth; and to track the results of Wisconsin's tourism marketing efforts.

### Revised Numbers

Beginning with 2004, at the request of the Wisconsin Department of Tourism, revised numbers are no longer shown in the report. When comparisons are made, they are between reported figures of the previous year (2009) and the current year (2010).

### **Four Quarters**

To understand traveler impacts on Wisconsin as a four-season destination, the Wisconsin Department of Tourism converted from a three-season study to a quarterly study in 2003. The quarters are defined as follows:

- Quarter 1 – Winter: December – February
- Quarter 2 – Spring: March – May
- Quarter 3 – Summer: June – August
- Quarter 4 – Fall: September – November

### **Inclusion of Second Homeowners**

Once again, 2010 expenditures include recreational trip expenditures of second homeowners and their guests. This information was made possible with updated and more accurate information available from the 2000 U.S. Census on the number of seasonal housing units in Wisconsin. The estimates include trip expenditures for non-routine visits only (once a month or less). Costs of ownership and capital improvements are not included in these estimates.

Now let's turn to the 2010 results.

## 2.0 Executive Summary

### 2.1 Summary for Wisconsin, 2010

<b>2010 ESTIMATED TRAVELER EXPENDITURES*:</b>	<b>\$ 12.303 billion</b>
December - February .....	\$ 2.076 billion
March - May.....	\$ 2.530 billion
June - August .....	\$ 4.801 billion
September - November .....	\$ 2.896 billion

### 2010 ECONOMIC IMPACT (Annual)

Total jobs created (full-time job equivalents) .....	<b>291,964</b>
Total resident income generated .....	<b>\$ 6.850 billion</b>
(wages, salaries and proprietary income)	
Total government revenues generated	
State .....	<b>\$ 1.370 billion</b>
Local .....	<b>\$0.622 billion</b>

\*Once again, 2010 expenditures include recreational trip expenditures of second homeowners and their guests. Trip expenditures are included for non-routine visits only (once a month or less often). Costs of ownership and capital improvements are not included in these estimates.

## 2.2 Wisconsin Industry Highlights

Table 2.2  
**Wisconsin Industry Highlights**  
**2010**

	<b>Hotels/ Motels/ Resorts/ B&amp;Bs</b>	<b>Cabins/ Cottages/ Condos</b>	<b>Campgrounds</b>
Number of properties	1,662	1,047	784
Number of rooms/units/sites	81,038	10,198	68,448
Total available room-nights/ unit-nights/site-nights (millions)	27.92	2.42	10.05
Total occupied room-nights/ unit-nights/site-nights (millions)	14.22	1.04	3.25
Average occupancy rate	51%	43%	32%
Average daily rate	\$89.35	--	--
Average unit rate	--	\$142.14	--
Average site rate	--	--	\$24.86
<b>Management's Estimate:</b>			
Average party size	2.04	3.86	3.51
Average length of stay	1.95	3.54	2.53
<b>Guest Origin</b>			
<u>Out of State</u>	<u>46%</u>	<u>42%</u>	<u>27%</u>
U.S.	43%	42%	25%
Canada	1%	*	2%
Other foreign	2%	*	*
Wisconsin	54%	58%	73%
<b>Trip Purpose<sup>1</sup></b>			
Pleasure	46%	94%	100%
Business	35%	4%	N/A
Meetings/conventions	19%	2%	N/A

Note: Length of stay as noted throughout this document represents the average number of nights spent in a single property. It does not necessarily reflect the total number of nights spent in Wisconsin.

Note: Columns of figures may not add to totals shown due to rounding.

\* Less than 0.5%

<sup>1</sup> These statistics not collected for campers

## 2.3 Wisconsin Comparison Summary: 2009 vs. 2010

Table 2.3

### Wisconsin Comparison Summary 2009 vs. 2010

	<u>2009</u>	<u>2010</u>	<u>Change</u>
<b>Estimated Traveler Expenditures</b>	\$12,091,745,231	\$12,303,015,777	+1.8%
<b>Estimated Economic Impact:</b>			
Total full-time job equivalents supported	286,394	291,964	+2.0%
Total resident income	\$6,719,992,000	\$6,849,796,000	+1.9%
Total government revenues generated:			
State	\$1,349,268,000	\$1,369,551,000	+1.5%
Local	\$611,113,000	\$621,838,000	+1.8%
<b>Accommodations:</b>			
<b>Hotels/Motels/Resorts/B&amp;Bs:</b>			
Number of properties	1,698	1,662	-2.1%
Number of rooms	81,950	81,038	-1.1%
Total available room-nights (millions)	27.63	27.92	+1.0%
Total occupied room-nights (millions)	13.61	14.22	+4.5%
Average daily rate	\$90.07	\$89.35	-0.8%
Average occupancy rate	49%	51%	+3.5%
<b>Cabins/Cottages/Condominiums:</b>			
Number of properties	1,063	1,047	-1.5%
Number of units	10,710	10,198	-4.8%
Total available unit-nights (millions)	2.70	2.42	-10.3%
Total occupied unit-nights (millions)	1.14	1.04	-8.4%
Average unit rate	\$140.77	\$142.14	+1.0%
Average occupancy rate	42%	43%	+2.0%
<b>Campgrounds:</b>			
Number of properties	781	784	+0.4%
Number of sites	68,016	68,448	+0.6%
Total available site-nights (millions)	9.94	10.05	+1.0%
Total occupied site-nights (millions)	3.28	3.25	-0.8%
Average site rate	\$24.31	\$24.86	+2.3%
Average occupancy rate	33%	32%	-1.8%

## 2.4 Wisconsin Total Estimated Traveler Expenditures By Quarter: 2009 vs. 2010

Table 2.4  
Wisconsin Total Estimated Traveler Expenditures  
 By Quarter  
 2009 vs. 2010

	<u>2009</u>	<u>2010</u>	<u>% Change</u>
December – February	\$2,165,461,671	\$2,076,041,029	-4.1%
March – May	\$2,486,706,253	\$2,529,776,380	+1.7%
June – August	\$4,657,809,069	\$4,801,163,667	+3.1%
September – November	\$2,781,768,239	\$2,896,034,701	+4.1%
<b>Total</b>	<b>\$12,091,745,231</b>	<b>\$12,303,015,777</b>	<b>+1.8%</b>

### 3.0 Estimates of Traveler Expenditures in Wisconsin

The purpose of this chapter is to review our findings concerning estimated traveler expenditures in Wisconsin in 2010. In so doing, we'll look at:

- Overall expenditures;
- Estimates by accommodation type and by category of expenditure; and
- Seasonal differences.

We'll begin with the overall conclusions about 2010 traveler expenditures in Wisconsin.

#### 3.1 Overall Expenditures

Wisconsin travelers spent an estimated total of \$12.303 billion in 2010, a 1.8% increase from 2009.

#### 3.2 Estimated Traveler Expenditures By Accommodation Type

About half of the total estimated traveler expenditures, \$6.453 billion (52%), were spent by travelers staying overnight in Wisconsin at hotels/motels/resorts/B&Bs.

Those staying in cabins/cottages/condominiums spent \$651 million (6%) while those camping in Wisconsin spent \$656 million (5%).

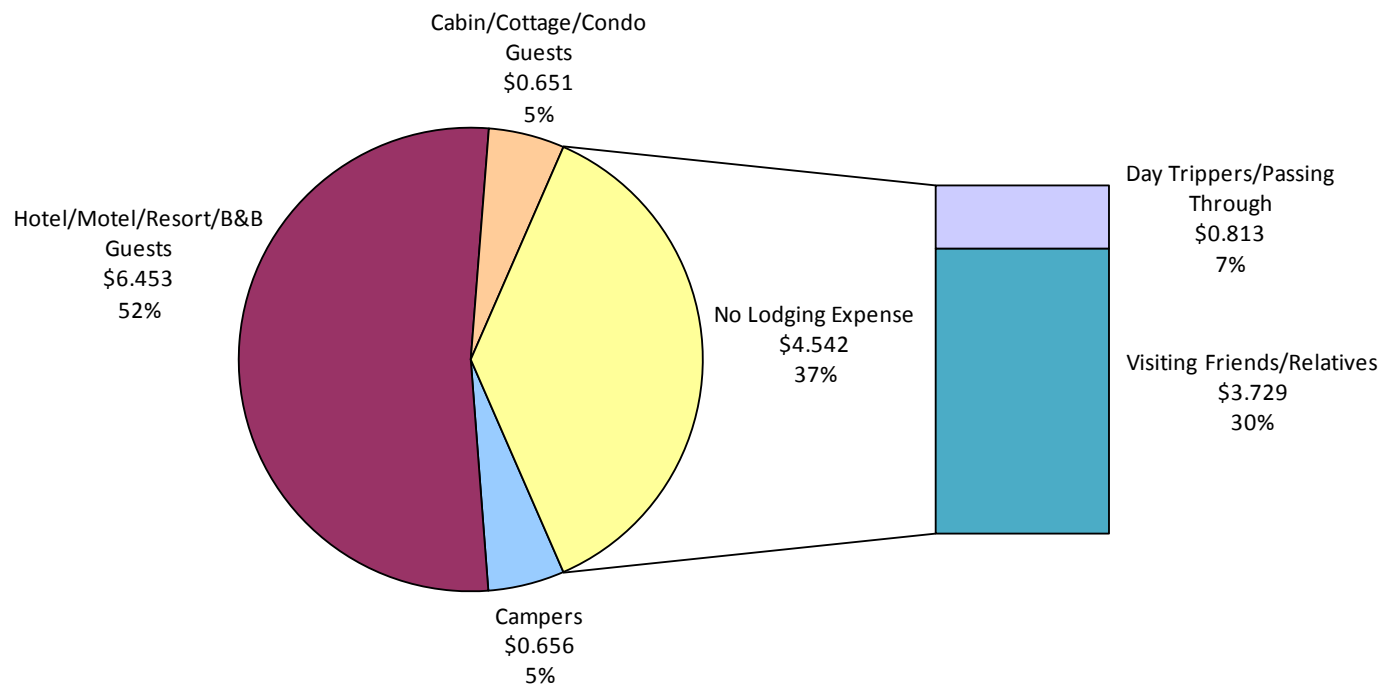
Visitors with no lodging expenses spent \$4.542 billion, or 37% of Wisconsin's 2010 traveler expenditures.

- Travelers who stayed at the homes of family and/or friends spent \$3.729 billion (30%) while visiting Wisconsin. Travelers who visited second homes in Wisconsin spent \$577 million (5%) in expenditures related to their trip. Second homeowners' expenditures are included in the expenditures reported for those visiting friends and relatives.\*
- Those visiting just for the day or passing through Wisconsin spent \$813 million (7%).

\* Note: Only recreational trip expenditures from non-routine visits (once a month or less often) are included in these estimates of second homeowners' expenditures. Costs of ownership and capital improvements are not included.

Figure 3.2  
**Estimated Wisconsin Traveler Expenditures**

**By Accommodation Type**  
**Calendar Year 2010**  
**(\$Billions)**



**Total: \$12.303 Billion**

### 3.3 Estimated Traveler Expenditures By Category of Expenditure

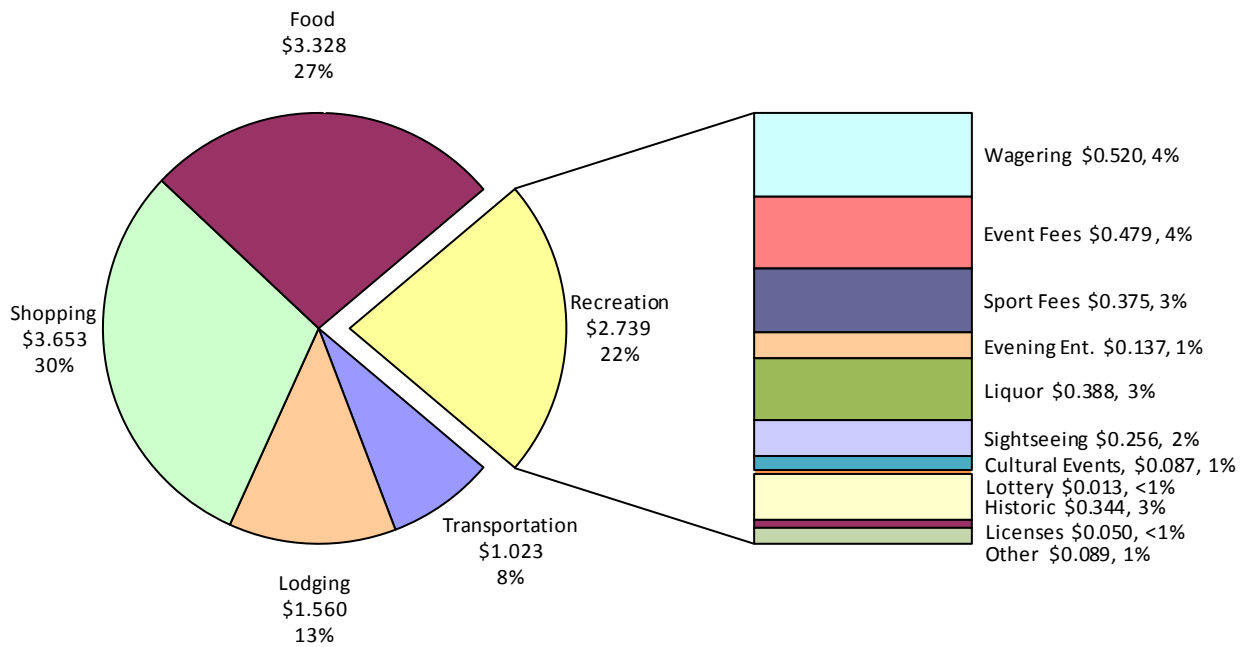
Well over half of Wisconsin's total estimated traveler expenditures were shopping and food expenditures (\$3.65 billion and \$3.33 billion, respectively).

Recreation expenditures represent 22% of traveler expenditures (\$2.74 billion), and lodging expenses represent 13% of the traveler expenditures (\$1.56 billion). Eight percent of Wisconsin traveler expenditures (\$1.02 billion) were spent on transportation.

Figure 3.3

#### Estimated Wisconsin Traveler Expenditures By Category of Expenditure

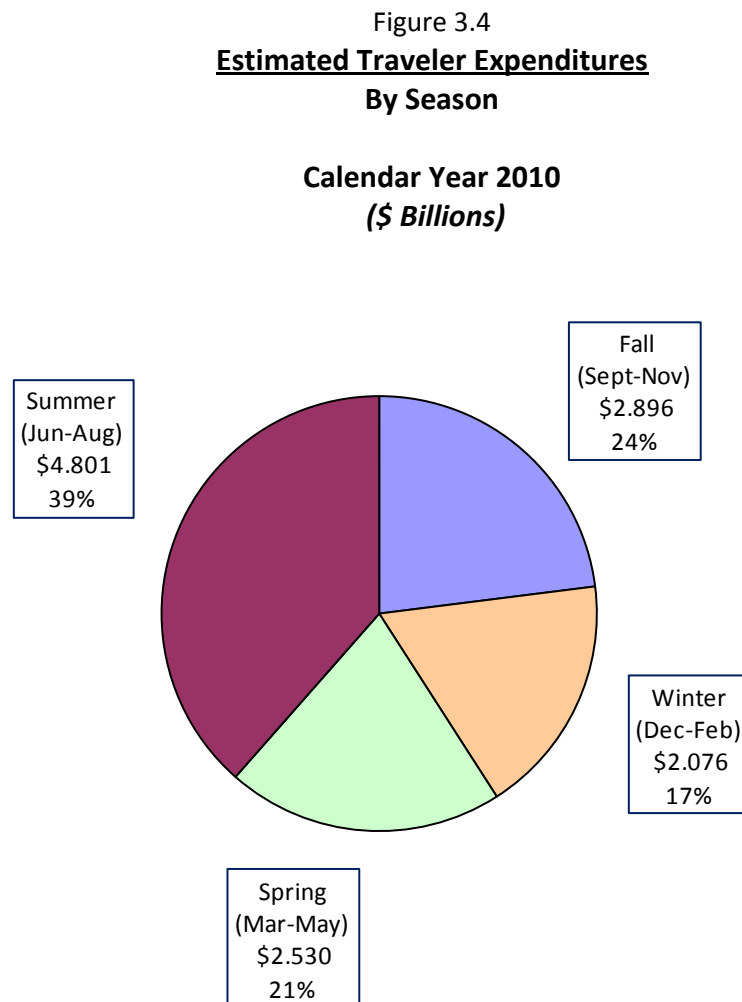
Calendar Year 2010  
(\$ Billions)



**Total: \$12.303 Billion**

### 3.4 Estimated Traveler Expenditures by Season

Travelers spent \$4.80 billion, or 39% of all traveler expenditures, during the summer season (June through August). They spent \$2.90 billion, or 24% of all traveler expenditures, during the fall season (September through November). Finally, travelers spent \$2.53 billion, or 21% of all traveler expenditures, during the spring season (March through May) and \$2.08 billion, or 17% of total traveler expenditures, during the winter season (December through February).



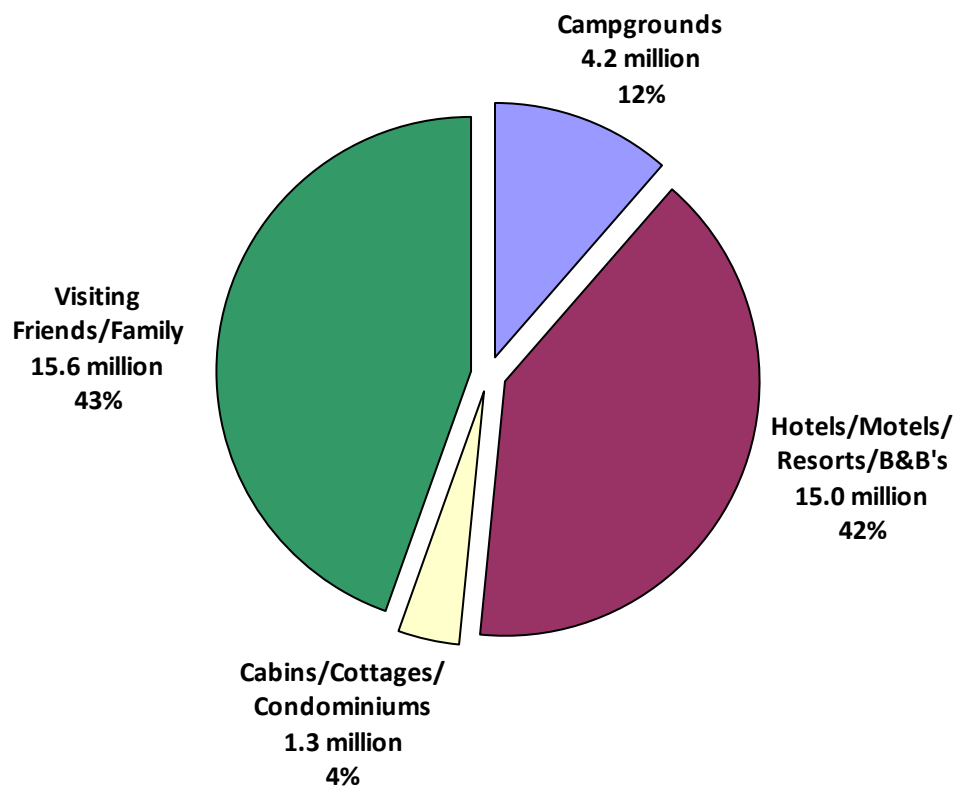
**Total: \$12.303 Billion**

## 4.0 Overnight Person-Visits to Wisconsin

During 2010, overnight person-visits in Wisconsin totaled 36.1 million, about the same as the estimated 36.0 million for 2009.

Visitors staying with family and/or friends represented 43% of the Wisconsin overnight person-visits, and hotel/motel/resort/B&B guests represented 42% of overnight person-visits. Campers accounted for 12% of overnight person-visits in 2010 while cabin/cottage/condominium guests made up only 4% of the overnight person-visits.

**Figure 4.0**  
**Wisconsin Overnight Person-Visits**



**TOTAL: 36.1 Million Overnight Person-Visits**

**Note:** A **person-visit** is defined for this report as one person on one overnight visit to one accommodation. A couple on a one-night weekend stay is two person-visits. If a guest to Wisconsin travels to several locations in Wisconsin, staying overnight in different accommodations, each overnight stay is considered a person-visit. Therefore, 36.1 million person-visits should not be interpreted as 36.1 million visitors.

## Technical Appendix: The Research Procedures

### ***Introduction***

The basic procedure employed in this project is the T-MAP-I economic impact model. *Davidson-Peterson Associates* first employed this procedure in 1985 for the State of Georgia. Since then, it has been used to estimate traveler expenditures in states and local areas throughout the United States.

### **A. What is Economic Impact?**

Economic impact begins when a visitor to an area spends any amount of money on any product or service in that area. The **direct** recipients of visitor expenditures use these dollars to earn income, pay wages, and pay taxes thus creating a **direct impact** on the local economy. But the benefits to the local economy extend beyond the direct impact of these dollars. Visitor expenditures create a chain effect. When businesses and their employees spend *their* income in the state, they create an **indirect impact** by supporting additional jobs, wages, salaries, proprietary income and tax revenues. The sum of the **direct** and **indirect impact** equals the total economic impact of traveler expenditures.

### **B. What is a Traveler?**

For purposes of this study, a traveler is anyone who visits an area while traveling outside of his or her normal routine and spends money. They may be motivated to travel by pleasure, personal, or business reasons or some combination of reasons. If they remain in the area for more than 30 days, they cease being a traveler. If they are staying in accommodations contracted for more than a 30-day period (construction workers or truck drivers, for example), they are not classified as travelers.

This report and the T-MAP-I procedure are based on the premise that economic impact begins with the expenditure of dollars by travelers (bottom-up measurement) rather than receipts of selected businesses (top-down measurement) – a more traditional tool of economic analysis.

*Davidson-Peterson Associates* does not use the traditional top-down or industry receipts-based methods. In this study:

- Sales tax data or industry receipts are not employed;
- Measurements begin with **every dollar** travelers spend;
- North American Industry Classification System (NAICS) codes are **not** used;
- **Travelers** define where they spend money.

### C. Additional Explanations

- Top-down or industry receipts-based measures assume that an industry is composed of a set of businesses that are clearly designated by customary NAICS codes. For most industries this works well. However, when applied to tourism, this method tends to underestimate the economic impact, in part because businesses are not able to separate traveler expenditures from resident expenditures.
- Tourism is not a typical industry, and cannot be represented in its entirety by a few NAICS-classified businesses. Tourism is the movement of people into an area for a brief period of time. Its economic impact begins with the sum of every dollar visitors spend on lodging, retail purchases, gas, food, entertainment or any other goods or services people buy.
- When travelers spend dollars, they spend them in many of the same “traditional industries” as local residents. While these businesses (such as retail stores, restaurants and gas stations) are identified by NAICS codes, there is simply no way to separate the purchases of travelers from those of local residents. The bottom-up procedure employed by *Davidson-Peterson Associates* is based on all traveler expenditures in all industries.

This procedure for assessing economic impact provides accurate estimates of current numbers as well as measurements of change from year to year. Methods and numbers are constantly being reviewed to generate the most accurate measures of change possible.

## D. The Basic Research Steps for the 2009-2010 Wisconsin Effort

What follows is a brief description of the procedures for estimating economic impact as they were completed in 2010.

### 1. Inventory Update

At the beginning of 2010, the 2009 inventory of lodging properties maintained by *Davidson-Peterson Associates* was compared to the list of all licensed lodging properties from the Wisconsin Division of Public Health (DPH). Any new information, additions, deletions, or size changes gathered from the comparison of the initial lodging inventory and the DPH list was incorporated into the final 2010 inventory. In addition, the seasonal surveys of lodging business activity (see #2) allowed for further clarification.

New properties in the final inventory are sampled so as to include new properties in each quarterly sample.

### 2. Seasonal Surveys of paid lodging business activity

Every property included in the state survey sample was contacted and asked to complete a survey questionnaire by phone. Those who did not participate by phone were asked to complete the survey via mail or fax. Additional properties in areas where a special economic impact has been commissioned are added to the state sample. A total of 3,943 contacts were made with lodging properties during the course of the year resulting in 2,583 completed surveys as follows:

<u>Quarter</u>	<u># Contacted</u>	<u># Completed</u>
December - February	1,000	768
March - May	995	670
June - August	977	633
September - November	<u>971</u>	<u>512</u>
<b>Total</b>	<b>3,943</b>	<b>2,583</b>

A small sample of very large and/or high priced properties were asked to provide rates and occupancy for all four quarters. This procedure is employed to prevent skewing the data or understating the values for such important properties by imputing averages based on less expensive, smaller properties.

### **3. Resident (VFR) Survey**

To determine the incidence of visiting friends and relatives (VFR) in the state, telephone interviews were conducted with a random sample of Wisconsin households. Data from these surveys was projected to the total state household population.

A total of 805 VFR surveys were completed in 2010. These surveys were combined with the VFR surveys from 2005 through 2009 to calculate 5-year rolling averages.

### **4. Visitor Expenditure Survey/Modeling**

To represent the proportion of traveler expenditures spent on specific types of goods and services, visitors were surveyed on-site while in Wisconsin. The visitor expenditure ratios obtained from the on-site interviews were applied to derive the total expenditures by category.

A total of 1,535 usable Visitor Expenditure surveys were completed throughout 2010 at various sites across Wisconsin.

### **5. Economic Impact Data Calculations**

Room, unit, and campsite rates and occupancy were used to estimate the total expenditures at accommodation facilities. The visitor expenditure ratios were applied to this figure to derive the total traveler expenditures by those staying in each accommodation category.

### **6. Input/Output (I/O) Modeling**

A special inter-industry model constructed for Wisconsin utilizes the total tourism expenditures to determine estimates of employment, income, and government revenue impacts of expenditures on the state